

### ABSTRACT

The present invention relates to a system and method for marketing a product. The system includes a first subsystem for registration of suppliers of products and information with respect to the products; a second subsystem for registration of vendors with shelf space available to display the products and information with respect to available shelf space and associated fees; a third subsystem for the suppliers and vendors to negotiate for required shelf space, the supply and display of the products and payment of the fees. The first, second and third subsystems are all operably interconnected.

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